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How To Organize a Floral Parade

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By
JOSEPH SCHACK

HOW TO ORGANIZE A FLORAL PARADE

By

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President of

SCHACK ARTIFICIAL FLOWER CO.

CHICAGO



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Joseph Schack
Chicago



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A Little Introduction

During the past few years Floral Parades have become an important factor in local trade building. A dozen or so years ago the Floral Parade was known only in a few favored cities of the South where a lavish profusion of natural flowers made the decoration possible. Now, parades are held in hundreds of cities and towns all over the United States and Canada. That the present popularity of the Floral Parade is largely due to the Schack Artificial Flower Co., of Chicago, is a fact that will be readily conceded by anyone who is at all familiar with the subject. This company has gone into the matter of Floral Parades with great thoroughness.

The writer of this little book has made a thorough study of the subject, including every detail from the organization of the parade to the decorating of the cars and awarding of prizes. This experience has covered a number of years and includes parades held in the largest as well as the smallest cities. This wide and varied experience has been condensed and is presented in this booklet for the information and instruction of merchants, window dressers, advertising men and decorators generally. It is the belief of the writer that the facts presented herein will prove of definite value to all who may be interested in Floral Parades.

JOSEPH SCHACK,

Pres. Schack Artificial Flower Co., of Chicago

Foreword

In Union There is Strength.

Where harmony exists in any urban environment that can boast of a score of merchants, they should make a long pull, a strong pull and a pull altogether to convince the people near them, say within reasonable suburban limits that their joint stocks are greater in quantity, better in quality and lower in price than can be offered by any high rent paying catalogue house—and as merchants should work together, advise with each other in order to make the facts justify their statement—with this in view we offer the following suggestions in the belief that they may lead to a closer co-operation between merchants and decorators.

Purpose of the Floral Parade

Expressed in the fewest possible words, the general purpose of the Floral Parade, so far as the merchant is concerned, is to build up local interest and stimulate the trade-at-home spirit. So far as the general public is concerned, the Floral Parade furnishes an entertainment that can be enjoyed by every man, woman and child in the city and surrounding country. The spirit of the Floral Parade is thoroughly democratic and its interest extends alike to the highest and lowest—to young and old, to rich and poor.

There is a generally prevalent complaint among merchants, especially

those in the smaller cities, that many of the people do a considerable part of their buying from mail order houses or other out of town concerns. Nor are these complaints without a material foundation for it must be admitted that the catalogue houses and the department stores of the larger cities are encroaching upon the business of the local merchant. Merchants everywhere are striving to foster the trade-at-home idea.

Experience has shown that to abuse the mail order houses through local papers or otherwise only serves to advertise them, and the only practical way to keep trade at home is to stir up interest in the home town. It is only natural that people should lose interest in a town where the monotony of commonplace events is never broken—where day after day and month after month there is nothing to interest or entertain. In a “live town” business is always good, but in a dead one trade languishes naturally. If merchants expect people to trade at home, they must provide means of keeping alive the interest in the home town.

Keeping the Home Town Alive

Merchants are beginning to realize, in fact many of them have realized for years, that public entertainment of one sort or another must be provided for the people of any city. People must be kept interested in local events or

their interest will stray to other cities. In other words, any town or city that prospers must have a certain amount of advertising. Hence, the carnivals, street fairs, home comings and many other local celebrations, that are now being held annually in so many cities. These celebrations pay. They not only keep trade at home but also bring in new trade.

Experience has shown however that unless the carnival, home coming or other celebration is conducted carefully it will defeat its own purpose—in other words, it will take more money from the town than it brings in. For instance the main attractions for the old time street fair or carnival consisted of the cheap shows and petty gambling games conducted by traveling fakers. Usually these celebrations were attended by a following of pickpockets and petty grafters with whom the local police were powerless to cope successfully. As a result the public generally became disgusted with street fairs and carnivals that depended upon out of town fakers to supply the amusements. The big traveling circus was likewise found undesirable for the same reason.

The town celebration of today, whether it be a carnival or home coming, is conducted in a very different manner from those of the early days, and it accomplishes its purpose far more satisfactorily. It stirs up local patriotism that keeps trade at home;

it brings in new trade from outlying localities; it means extra business for the merchant, more money for the decorator and a fine entertainment that is a permanent advertisement for the town.

Home Coming Week

The form of celebration that has proved most satisfactory for the average city is "Home Coming Week." This is an event that appeals to everyone for it is in reality a big combination of family reunions that will bring together sons, daughters, brothers, sisters and many other relatives and friends from distant points all over the country. No matter how distant one may be, the home coming brings back thoughts of the old home and of the white haired mother or grandmother sitting in the rocker dreaming of the children who have gone far away to fight the battles of the big world. The spirit of the homecoming appeals to the sentiment of everyone and for that reason the Home Coming Week is always a big success.

Naturally for Home Coming Week there must be a program that will serve to attract not only the residents and ex-residents of the city, but which will appeal to the entire population of the entire surrounding territory. Such a program is not difficult to arrange providing a little good judgment is used in selecting events that will prove pop-

ular and excluding others that may possibly leave a bad taste. For it must be understood that the Home Coming Week is not to be looked upon as a celebration for one year only—on the contrary it must be conducted in such a way that it will be regarded as an annual event, recurring at about the same time each year.

In the first place there should be practical inducements to encourage as large an attendance as possible. This may be done in many ways but a spirit of friendly rivalry should be invoked through contests of various kinds. The spirit of the occasion should be considered carefully and prizes offered in keeping with the idea that dominates Home Coming Week. As an example of how prizes have been arranged for this event in various cities, the following will serve to illustrate this point.

A prize is given for the former inhabitant of the town who travels the longest distance to attend the home coming.

A prize is given to the oldest former inhabitant who returns to attend the meeting—another is given to the youngest descendant of a former inhabitant, who is brought to the home coming. Another prize is given to the family that brings from out of town the largest representation to the meeting.

Of course various committees must be appointed before much can be done toward working out the details. One

of the first things to do is to prepare a program which will provide a variety of entertainment throughout the week. It would be impossible in a little book of this size to go into all the details of a program covering a week, so we will confine ourselves to some of the main features.

While there will naturally be many events of minor importance, there should be one that will stand out as the one great attraction of the entire meeting and which can be advertised far and wide. For this purpose there is nothing that will serve its purpose so well and attract such big crowds as the Flower Parade.

The Home Coming Flower Parade

A big Flower Parade for Home Coming Week will appeal to everyone because it is an event that, in one way or another, can be taken part in by nearly everyone in town. Vehicles of all kinds can be decked out to take part in the parade—practically everything on wheels from the biggest automobile truck to the smallest pony cart is eligible. In the awarding of prizes, however, it will be necessary to classify the different kinds of vehicles. Suggestions for such classification are given further along in this booklet.

As was stated before it would be impossible for us to give a complete week's program for a Home Coming, not only on account of its length and

detail, but because the various features would depend largely upon the location and history of the town. In any case however, the Flower Parade should be made the big event of the week.

Invitations to the Home Coming

When the program has been completed it should be printed in all of the newspapers and should also be gotten out in the form of a folder. The next thing to do is to send out one of these programs and a formal invitation to everyone who is likely to be interested in the Home Coming. This is handled by the Invitation Committee in the following manner: Notices of a prominent character are printed in all of the newspapers requesting everyone who reads them to send in the names of friends or relatives who may possibly attend the celebration. The following is a sample of these notices:

To Every Resident of Hometown:

At the big Home Coming that is to be celebrated in this city during the week of August 24-29 we are counting upon the return for a few happy days, of thousands of our sons, daughters, friends and relatives who are now scattered throughout the world.

This is to be a reunion that will enable us to renew family ties and to reestablish friendships that have been all but obliterated by time and distance.

Undoubtedly you have some dear friend or relative who would be glad to be with us—someone whom you may not have seen for years, and who possibly has many friends in Hometown. If you will send us the name and address of any friend or relative who might wish to be with us during Home Coming Week we will be glad to send him or her an invitation and a copy of our program.

Send in as many names as you like and we will be only too glad to send invitations to all. It is the duty of every loyal resident of Hometown to assist in making this an event that will be remembered by all of us.

The foregoing notices are signed by the secretary. When the names are received, they are assorted and duplicates are thrown out. All of the people on the list receive invitations and programs. In some cases it has been thought advisable to send to each name a copy of one of the home papers containing the prospectus of the Home Coming. The newspapers are glad to do this without cost as all of the names on the list are good prospects for subscribers.

But several booklets of the size of this one might be written on the subject of Home Comings alone and they constitute but a small part of what we have to say, so we will take up some of the

other occasions when Floral Parades can be used to good advantage.

Fourth of July Parades

Only a few years ago the celebration of Fourth of July each year was followed by a shocking list of accidents and fires—thousands of people have been maimed or killed and millions of dollars have gone up in smoke as a direct result of the old fashioned way of celebrating our Independence with gunpowder.

At the present time, the Floral Parade is the most commonly accepted way of celebrating the Fourth of July. Hundreds of cities in all parts of the country held Floral Parades on our last National Birthday and this number will be greatly increased each year. No matter in what city people live, they must have some form of entertainment on the Fourth of July—that is one of our national traditions. And if they are not entertained at home, there are plenty of automobiles, trolleys and steam roads to take them to nearby cities that are more enterprising. A Floral Parade on the Fourth will keep home people in town and will bring in many out of town people and it will furnish agreeable entertainment for all. Furthermore, it will cost but little.

Floral Parades for County Fairs

The county fair is one of the oldest and best known of all the many forms of community celebration. Fairs have

been conducted from time out of mind and have always been a successful means of drawing crowds. Some years ago, however, it became apparent to promoters of county fairs that the interest in them was not as great as it had been. There was too much sameness to the fairs to please this advanced age. Balloon ascensions were introduced and later flying machines were introduced but these innovations appeared to have only a passing interest for the public. Then the Flower Parade was introduced as a side attraction for the county fair, and the results proved most gratifying.

There are many county fairs today where the Flower Parade is one of the most popular features. It is a source of never-ending interest not only to the many who take part, but also to the throngs who view the pageant. Furthermore the flower parade has the merit of being comparatively inexpensive.

It would be impossible to enumerate all of the many occasions for the Flower Parade. Indeed, the parade in itself is a sufficient excuse for a local celebration and at any time one is arranged it will meet with the hearty support of automobile owners generally.

The time to hold a parade is any time when the weather is sufficiently settled to depend upon a fine day for the designated date. In the United States Flower Parades are held at any time from January to November, but in the

Northern states the most popular months are from June to October. More Flower Parades in all parts of the country are held on the Fourth of July than on any other single date.

The Business Side of the Flower Parade

While an ordinary Flower Parade is a simple affair that requires little experience in the handling, like everything else it will be a far greater success if it is handled with judgment and a careful attention to details. The writer has had long experience with parades of all kinds and has found those parades that have proved the most successful have been handled in a careful and business-like manner from start to finish. Every detail has been looked to in advance and nothing has been left to chance. In the following pages appear the boiled down result of a wide and varied experience in organizing parades. The information that is given is not theoretical but is based on years of practical work in this line. For this reason the reader may feel safe in following any of the suggestions to be found herein.

If there is a Retail Merchants' Association in the city, matters are simplified as the parade will probably be held under the auspices of this association and it is easy to get the members together to consider the proposition and arrange the details. If there is no well organized association of merchants, the best way is for those who are promoting

the parade to arrange a rough outline of the plans for the parade and then call a meeting of merchants and other business men where the plans may be submitted in a general way.

In calling such a meeting it is essential that "no one should be left out." A public notice should be printed in the newspapers and written or printed notices should be sent out to all of the business men of the city. In addition, enough personal calls should be made to insure a representative attendance. At this preliminary meeting the proposition to hold a Floral Parade should be presented by someone who understands the subject well enough to explain the details and answer any questions or objections that may be raised.

Appointment of Committees

When it has been decided to hold the parade a number of committees should be appointed to look after the various details connected with arranging for the parade and everything connected with it. If the city is one of considerable size, the following committees are suggested:

Finance Committee—to collect and disburse whatever funds may be required to make the parade a success. In most cases the funds are raised by subscription.

Publicity Committee—to arrange for the advertising of the celebration. Newspaper men or other advertising

men are generally chosen for this committee, and it will be found that local newspapers will be glad to give much free publicity to the enterprise.

Prize Committee—to attend to the selection of prizes and the rules governing their award. This committee will in most cases also attend to the selection of the judges, and will specify as to the various classes under which vehicles may be entered.

Committee on Entries—to secure entrants of the parade. This is one of the most important committees as upon its work will depend to a large extent the size and character of the parade.

Committee on Decorations—The duties of this committee include establishing a standard of decoration, that must be followed to insure the success of the parade.

The various committees having been appointed, we will now proceed with some of the details connected with their work. The work of the Press and Finance Committees needs no explanation but it may be well to make a few suggestions as to the prizes.

Prizes

Naturally, the number and value of the prizes will depend to a great extent upon the size of the city in which the parade is to be held and the amount of money at the disposal of the committee. In a small city, two or three prizes will be sufficient. These may consist of

loving cups, merchandise or currency. Quite a presentable loving cup may be purchased for a reasonable amount and experience has shown that most contestants will work much harder for a trophy of this sort than they would for a far larger amount of money than the cup represents.

If the city is a large one there will have to be more prizes as the entries will have to be divided into various classes. The prizes will also have to be of greater value in order to get entrants to do their best. For instance, in one city a year or so ago, the capital prize was \$500.00 and a silver loving cup. Naturally such a valuable prize made the competition very strong and resulted in many more contestants than there would have been had the prize been a small one. But the value of prizes to be awarded is one that must be determined by circumstances. It may be said however, that the better the prizes, the better the parade.

Classes of Entries

The classification of entries for the parade must also depend largely upon local conditions and the character of the parade. And since local conditions must govern in such cases, the writer will deal with the several classifications that have been made in parades in some of the larger cities. From these any Committee on Prizes may select those classes that are likely to have enough local representatives to make

things interesting and to justify the giving of one or more prizes. For convenience a letter will be given to each class.

Class A: Automobiles, pleasure cars, four passengers or larger.

Class B: Automobiles, pleasure cars, runabouts.

Class C: Automobile trucks, including all kinds of commercial cars, horse drawn advertising floats, decorated delivery wagons, etc., are generally included in this class.

Class D: Automobiles, electric. This includes all kinds of electric pleasure cars. This class will not be necessary except in the larger cities. It is only mentioned to make the list complete.

Class E: Special Floats for Lodges, Fraternal Organizations, Church Societies, Etc. This class takes in floats representing societies of all sorts including schools. In a large city this division of the parade is one of the most popular with many people, as the friendly rivalry between the various societies sometimes runs high.

Class F: Horse drawn vehicles, double rig, carriage or buggy.

Class G: Horse drawn vehicles, single rig.

Class H: Pony cart.

No attempt has been made to arrange the foregoing in any regular order, but the classes named will be found to cover all that will be necessary

in the largest parade. In a smaller parade a number of them may be eliminated or combined with other classes. In many of the smaller parades the entries are divided into only two classes, namely—pleasure vehicles and commercial vehicles.

Comic Floats

In the foregoing, nothing has been said as to comic floats, yet these have played an important part in the success of many parades. Of course most of the cars and floats will receive the serious attention of the decorators, but a little fun introduced into the parade will have the same effect that the clown's chariot always has in the circus parade. For this reason it is a good plan to offer a special prize for the best comic entry, without stipulation as to the character of the vehicle. Invite the entrants in this class to join the parade with any means of wheeled transportation they may care to use—anything from an automobile to a bicycle or wheel barrow. The comics should be distributed through the whole parade at intervals rather than bunched together. The award for the best "comic" should be made on the whole outfit including the costume of the entrant, rather than upon the decorations of the vehicle. The prize offered in this class need not be of great importance as in every locality will be found a number of amateur comedians who will be glad to perform upon slight encouragement.

Securing Entries to the Parade

Having determined upon the classification of entries, the prizes and other details, the next thing to do is to secure entries for the parade. This is the most important work of all and the committee having it in charge should be selected with the greatest care. Those acting should be of influence and energy and the committee should be sufficiently large to cover the field in the fullest manner. It is essential that there should be a number of ladies on this committee as in many cases they can do more effective work than men in persuading people to enter their cars in the parade.

One of the first things to do is to secure the endorsement and co-operation of the various women's organizations of the city. The ladies connected with these societies are generally among the most influential in the city and their help will go far toward making the parade a success.

All secret societies and fraternal organizations should also be called upon systematically. It will be found that practically all of these bodies will be glad to participate.

In going after the general public, the whole field should be covered as fully as possible. This applies not only to people living within the city, but owners of cars living in the country should be solicited as well. A complete list of all possible entrants should be compiled

and each person on the list should receive a notice or a personal call.

There probably will be but little trouble in securing entries in the commercial or advertising class as all of the businessmen of the city will see the advantage in boosting for the success of the parade.

Work of Decoration Committee

The Committee on Decorations should be made up on a number of the leading window dressers of the city. It will depend largely upon the efforts of this committee whether the decorated cars present a uniformly handsome and striking appearance or are commonplace.

It is altogether necessary that a certain standard of decoration should be established and adhered to. For example there are many people who have no idea as to decorating a car or float. These people are likely to trim their cars with a few flags and a little bunting, and enter the parade with the idea that they have a chance to win a prize. This is not because they don't want to spend the money, but because they do not know any better. When given an idea as to what decorating really is, they will be glad to enter the parade in the right spirit and spend a reasonable amount to do the thing right.

One of the duties of the Committee on Decorations should be to secure accurate information regarding designs

for cars and floats, and facts and figures as to the best materials to use. All of this information is contained in **Schack's Floral Parade Book**, which contains about four hundred fine illustrations of decorated floats, automobiles, carriages, etc. It is the best book that has ever been issued on the subject of Floral Parades and contains suggestions and information that is indispensable to the Floral Parade promoter or decorator. This valuable publication will be sent without cost to any one who addresses a request to the Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago. This company also issues **Hints to Decorators** which gives accurate information concerning parade decorations and their cost.

It is suggested that, as soon as a parade is decided upon in any city, the secretary or Committee on Decorations write to the Schack Artificial Flower Co., who will be glad to co-operate and furnish all information that may be required. Expert parade decorators will be pleased, without charge, to supply estimates and suggestions for any special work that is to be done in the matter of decorating any vehicle from the largest motor truck to the smallest pony cart—they will explain just what materials to use and how to use them.

Selecting the Judges

The selection of the judges who are to award the prizes in the floral parade

should be made carefully. Their awards must prove satisfactory not only to the contestants but to the general public and any suggestion of favoritism is likely to bring about unpleasant results. For this reason the judges should be from out of the city. They should also be persons who are qualified for the position. In every parade there are several entries of almost equal merit, and to make a just difficult matter.

One important way in which the difficult work of the judges can be assisted materially is by having the parade pass the reviewing stand twice instead of once as is generally the case. To accomplish this, the judges stand should be located on a wide street. When the parade first passes the stand, the judges make notes as to the relative merits of the various cars; the numbers are taken and a memorandum is made independently by each of the three judges. In the meantime the procession passes on through the leading streets over the route that has been laid out. Making a circuit, the parade turns back and again enters the street upon which the judges' stand is situated, generally a block or two from the stand which is passed for the second time. This enables the judges to again examine the different cars and revise their decisions if that seems advisable.

After the cars have all passed for the second time, the judges get together privately and compare notes.

As a general rule but little time is required in reaching an agreement as to the prize winners.

Here is a suggestion to judges that may help. When there are several cars of almost the same merit, award the prizes to those that seem to be the best, and to the others give "Honorable Mention." This will go a long way toward satisfying the non-prize winners.

When to Hold the Parade

When a parade is promoted by the merchants of a city, it is done to a certain extent for the purpose of attracting out-of-town trade, therefore, the visitors should be given time to visit the stores. This is best accomplished by holding the parade at 11:00 o'clock in the morning, or at least, not later than noon. This allows plenty of time for shopping after the celebration is over.

Sometimes night parades are held in order to keep the crowds of visitors in the city until the stores close. In night parades, the floats are illuminated by electricity so far as that is practicable. In a number of cities, the principal business street has been especially illuminated by arches of electric lights suspended overhead.

Old Home Week Parades

As Home Comings usually last a week, the Flower Parade feature is sometimes made to cover two days.

The pleasure cars hold a parade the first day and no commercial or advertising cars are allowed in this procession. On the second day is held the parade of commercial floats and cars, and any of the pleasure cars that have been in the parade on the previous day are privileged to add advertising features to their decorations. This plan has been followed successfully in a number of cities.

Route of Parade

The Floral Parade should start from a point a considerable distance from the central part of the city where the largest crowds will naturally gather. If possible the cars and floats should assemble in a park or other large open space. They should be grouped in their proper classes by the Marshal and his assistants, and when the time for starting arrives should be sent off one at a time under the direction of the Marshal. After the first car has started a sufficient interval should be allowed so the cars will not be crowded. Through the crowded sections of the route the interval between cars should never be less than fifty feet. Marshals on motorcycles will help to preserve the proper distance between cars.

In order that those participating in the parade may have an opportunity of seeing all the cars, it is a good plan to have the parade double back on the same street for a block or so at some favorable point.

Numbers for Cars

Every car that is entered in the parade should have a number conspicuously placed on each side. This is for the information of the judges. These numbers can be printed on cardboard with bold figures not less than six inches high. The numbers should all be uniform and the Prize Committee should furnish them.

The Houston Idea

The foregoing instruction apply to parades in which the expense of decorating the cars is borne by their individual owners. Here is an entirely different plan that is commended to merchants' associations as simple and uniformly successful.

For the several years the city of Houston, Texas, has conducted an annual Floral Parade that has been remarkably successful. Their plan is altogether simple and could easily be followed in any enterprising city. Instead of everyone decorating his own car, the merchants of Houston supply all of the decorative materials and do the decorating. All the individual has to do is to supply the vehicle.

Each fall for a number of years past, the business men of Houston have purchased from the Schack Artificial Flower Co. of Chicago, a carload or more of paper flowers and other decorative materials. Committees of the leading business men assisted by the

ladies then arrange for the vehicles and all of the other details of the parade.

There is an official decorator with a corps of assistants who handle all of the decorating. All decorations are furnished by the association and no entry is allowed in the parade unless decorated under the supervision of the chief decorator. This insures that every entry in the parade will be up to a high standard of artistic excellence.

The money to meet all expenses of the Houston parade is raised among the business men of Houston by subscription and, considering the results obtained, the cost is very little pro rata. The careful and systematic handling of all the details reduces the cost materially. Everyone who has the opportunity is glad to co-operate in making these celebrated parades successful and they are proving an added attraction each successive year.

To the Window Trimmer

No one in the community can be more interested in the Floral Parade than the window trimmer. He is the logical decorator of the cars, as this class of work comes directly within his province. Naturally the parade brings to the trimmer an opportunity for a considerable amount of extra money easily and profitably earned. It also gives him an opportunity to show to his employer and the people of his

city a different class of work from that which they are used to seeing in the show window. But it is unnecessary for the writer to point out to the window dressers all that is to be gained through holding a Floral Parade in his city—the benefits are self-evident. Therefore it is suggested that every trimmer use his influence to promote a Flower Parade in his city.

Trimmers Should Get Together

While it might be difficult for a single trimmer to organize a parade, it would be a very easy thing to accomplish through the united efforts of all the trimmers. It is simply a matter of getting together. This is a day of co-operation and team work for the window trimmer. Local associations of trimmers have been formed in dozens of cities all over the country, and the number of these local associations is growing every month. Some of these associations have accomplished wonders by team work in the matter of promoting "Fashion Week" and other similar events. It has been found that by pulling together many things can easily be accomplished that would be altogether impossible through individual effort.

In any city where there is a local window trimmers' association it would be the easiest thing in the world to promote a successful Flower Parade that would mean extra money for the

trimmers and more business for their employers. All that would be necessary would be to follow the simple suggestions that have been set forth in this little book. The Houston, Texas, idea is recommended as being simple and sure of success. It should be an easy matter to raise \$1,000.00, more or less as the occasion might require. The sum suggested would cover the expenses of a very good parade and more could easily be raised if necessary.

Do not try to start the first year's parade in too large a way. If the idea is a new one to the merchants they will possibly hesitate to spend a large amount on what they may consider an experiment. It may be assumed with safety, however, that if \$1,000.00 is subscribed the first year, double that amount will be forthcoming the following year. The advantage of the Houston idea is that there can be no jealousy nor undue rivalry, and everyone concerned is sure to be satisfied, as all are working for the good of the city rather than for their own interests. The bills are paid by the business men interested in the progress of the city and the parade may be gotten up with as much liberality as the occasion seems to justify.

In arranging for a parade based on the Houston idea, it should be remembered that not only the retail merchants will contribute, but the banks,

real estate men, lawyers, and in fact every public spirited man of business in the community.

If for one reason or another it is not thought advisable to adopt the Houston idea, the ordinary procedure can be followed and each of the entrants pay for the decoration of his individual car or float. Whichever way the matter is gone about, success is sure to follow if the trimmers are organized and working together.

Form a Trimmers' Association

If the trimmers have no local organization, a Floral Parade will afford them an excellent opportunity to get together and form one. They can hold a meeting and form a temporary organization with the purpose of promoting a parade. The success of the parade will demonstrate so fully the benefits of team work that it is a sure thing that a permanent association will be formed. This is a plan that certainly is worth trying and the Schack Artificial Flower Co. will be only too glad to assist in every way possible. Any window trimmer in any city where there is no local association, can obtain full information as to how one may be formed, by addressing the Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago.

Enthusiasm is one of the chief requisites to the success of any venture, and this is especially true of the Floral

Parade. The average window trimmer is full of enthusiasm so it is only necessary for him to get his fellow trimmers to join him and then all jump in to arrange for a big Floral Parade. Don't be timid or afraid of a failure, for failure is impossible if you will pull together for the good of all. All that is required is intelligent team work and a little hustling. You will find that after all, the Floral Parade is a very simple undertaking.

Schack's Floral Parade Book

Attention is again called to **Schack's Floral Parade Book**. This is the most complete book ever issued on this subject. The photographs and engravings alone cost thousands of dollars, and the pictures show examples of decorated floats and automobiles of almost endless variety. No matter how critical he may be, the decorator will find in this Book a design that is exactly suited to his requirements. Furthermore the pictures are so clear that the designs may easily be reproduced by a decorator of ordinary ability.

Have you the book? If not send for it at once.

Schack's Famous Flowers

This book also contains illustrations of the most popular line of artificial flowers and decorative materials that have ever been produced for parade decorating. More prizes have been

won with Schack Flowers and Excello than with all others combined.

This booklet is intended in no sense as an advertisement, but as a means of answering thousands of letters we have received asking for information as to how a Floral Parade can be organized. If there are any points that have not been covered with sufficient clearness, the writer will be glad to make plain anything that may not have been fully explained.

In conclusion it may be said that anyone who starts out in the right way to organize a Floral Parade, and who secures the co-operation of the business men and the ladies of his city,, may be altogether certain that success will crown his efforts.

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